

Special Preview Issue!

A New Publication

MaxImage!, the first independent newsletter of the Large Format Film (LFF) industry will launch in early October with a special Conferences Issue covering both the ISTC and LFCA conferences.

Thereafter, each monthly issue of MaxImage! (much larger than this sample) will report the latest breaking news from the world of IMAX®, Iwerks, and Showscan. Information you need to get your job done.

Things to Come...

Feature articles we're currently working on include:

- Brand Wars
- How Fast Can LFF Grow?
- Production Budgets How much *should* it cost to make a LF film?

Regular features of MaxImage! will include:

- Booking Stats Listings of what films are showing where, worldwide. (See pages 2 and 3 for a sample.)
- Film Reviews by staff and guest reviewers.
- Review summaries How did critics around the world rate LF films? We'll summarize all we

(Continued on page 2)

You'll stay on top of the hottest trends and newest developments in the business.

Every month MaxImage! will present you with valuable intelligence you can't obtain from any other single source. It will condense data from a wide variety of sources into a concise readable package, eliminating all the hype and press release verbiage.

MaxImage! will be an impartial and objective source of information on this rapidly-growing industry. We have no axe to grind: no films to promote, no theaters to build, no brands to protect, no

advertisers to placate. We can afford to say what we think and what we know to be true. No other publication serving this industry can say that.

MaxImage! will cover all aspects of the LFF industry. All formats: 15/70, 10/70, 8/70, 5/70/60 fps, and motion simulators. In all venues: museums, science centers, governmental agencies, commercial multiplexes, and family entertainment centers.

If it has to do with motion pictures beyond the conventional 35mm and 70mm exhibition formats, we'll cover it!

About the Staff

MaxImage! is edited and published by **James Hyder**, formerly of the Smithsonian's National Air and Space Museum. Mr. Hyder has more than 12 years experience in every aspect of the LFF industry.

During his stint as Theater Manager for the most popular IMAX theater in the world, Hyder learned the concerns of exhibitors. In his career before NASM, he worked hands-on in film and video production. At the Museum he assisted in the production of several of their IMAX films, most recently the

Oscar-nominated *Cosmic Voyage*. And in his latest position at the Smithsonian, Hyder researched the LFF distribution business and reported on the viability of establishing a film distribution office for the Smithsonian.

Associate Editor **William Hyder** recently retired after 34 years at the Baltimore *Sunday Sunpapers* as a columnist and editor. He recently published a collection of essays on Sherlock Holmes, entitled *From Baltimore to Baker Street*.

MaxImage! will also feature the work of guest writers and reviewers. Would you like to be one? Let us know!

The Pitch

For a limited time, you can receive a year's subscription to MaxImage! – 12 fact-packed issues – at a special Conference rate of only **US\$247**. That's \$50.00 off the regular rate of \$297. (For subscribers outside North America the conference rate is **US\$297**, \$60.00 off the regular international rate of \$357.)

And we offer a **full money back guarantee**. If at any time during your subscription you are not completely happy with MaxImage!, just let us know, and we'll return your **full subscription price**, no questions asked. Your satisfaction is completely assured.

Simply fill out the order form on the back of this preview issue and return it to us by mail, fax, or e-mail.

Bookings: October 1997 by Film

Films shown at least once during the month

This table and the graph on page 4 represent the type of data we will present every month in MaxImage: a listing of the LF films showing in the current month and the theaters at which they are playing. It should be noted, however, that at present this list is neither comprehensive nor accurate in every detail. It has been compiled from a number of sources, primarily a (non-scientific) theater survey we conducted earlier in the year, as well as from the World Wide Web, telephone conversations, and other sources.

The regular editions of MaxImage! will also contain the same data sorted by theater, and additional graphs and tables. We hope to be able to include data such as the number of performances per day of each film in each theater, and ultimately attendance and gross revenue figures.

We believe that this is the first time this information has ever been systematically collected and published. We will make every effort to improve the thoroughness, accuracy, and usefulness of these data in the coming months. If your theater or film are not represented here, please get in touch with us to update or correct your listings.

Things to Come...

(Continued from page 1)
can get our hands on.

- **Tech Talk** Experts will provide tips, advice, and opinions on projection, sound, and other technical issues.
- **Career Tracks** Hirings, promotions, firings and retirings around the biz.
- **Stock Performance** Of Imax Corp, Iwerks, and other publicly traded LF companies on a monthly graph.
- **Profiles** of industry leaders, hot companies and influential institutions.

And much more!

Don't see something you want or

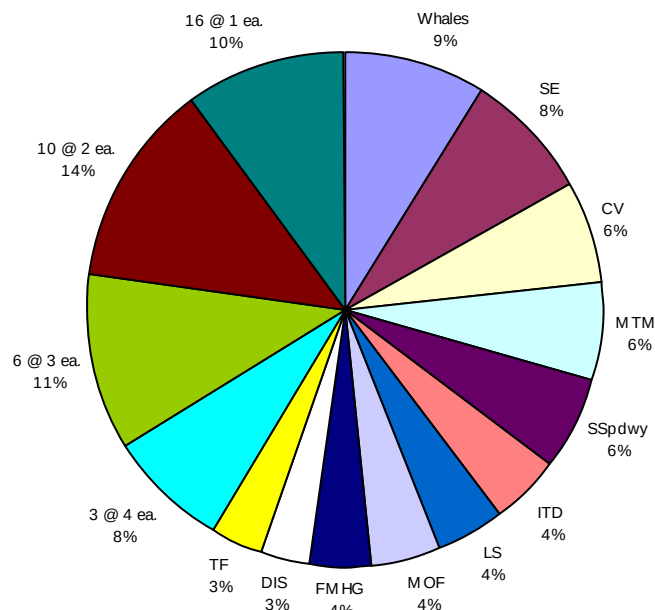
FILM	THEATER	OPEN	CLOSE	St
Alaska	Houston MNS	4/12/97	12/31/97	A
	Munich	5/22/97	12/31/97	B
	Philadelphia	6/13/97	5/2/98	A
	Toronto OSC	5/31/97	11/30/97	A
Antarc	Sydney	9/26/96	12/31/97	B
	Cape Town	7/14/95	12/31/97	B
ATS	Mexico City	9/1/97	4/30/98	A
	Barcelona	5/1/97	4/30/98	A
ATSOT	Ontario Edw	3/1/97	3/31/98	A
	Paris Def	6/24/97	12/31/97	B
Beavers	Branson	5/1/97	5/1/98	E
	Madrid	7/1/97	6/30/98	B
BP	Speyer	5/18/95	12/31/97	B
	Valencia	7/1/97	4/30/98	A
Chronos	Norwalk	6/16/97	11/22/97	B
	Copenhagen	1/28/97	2/28/98	A
CV	Edmonton	7/1/97	12/31/97	
	Hampton	10/1/96	1/1/98	A
	New York NH	7/1/97	12/31/97	B
	Phoenix	4/5/97	11/14/97	A
	Poitiers Omni	2/7/97	2/28/98	
	Taipei Obs	3/1/97	12/31/97	
	Vancouver SW	9/15/97	11/6/97	B
	Vila Franca	3/1/97	3/1/98	A
	Wash NASM	8/8/96	12/31/98	A
	Hutchinson	1/1/96	12/31/97	E
DIA	KSC 1	7/21/95	12/31/99	A
	Lucerne	7/1/97	6/30/98	
	Valencia	7/1/97	4/30/98	B
	Xalapa	1/1/97	12/31/97	A
DIS	Detroit	8/1/95	12/31/97	B
	Hutchinson	1/1/96	12/31/97	E
	Kitakyushu	4/1/97	3/31/98	
	Little Rock	6/1/96	12/31/97	B
	Richmond	9/1/97	12/5/97	E
	Seattle Omni	1/1/96	12/31/98	A
EMSH	Poitiers Solido	6/1/97	11/30/97	
	Poitiers MC	2/1/97	2/28/98	A
EOTS	Warner Robins	7/1/92	12/31/98	A
	Chattanooga	4/1/97	12/31/97	A
FITS	Galveston	6/1/97	11/30/97	
	Montreal	9/12/97	4/8/98	B
Flyers	New Orleans	7/1/97	11/30/97	
	Vancouver CN	6/1/97	12/31/97	A
FMHG	Virginia Beach	6/1/97	12/31/97	
	Little Rock	9/1/96	12/31/97	B
FOK	Monterrey	8/1/97	1/31/98	B
	Vila Franca	5/10/97	5/10/98	A
FP	Branson	3/1/97	5/1/98	E
	Saint Louis Arch	3/1/97	2/28/98	A
FP	Cape Town	3/28/97	12/31/97	A
	Grand Canyon	1/1/96	12/31/98	
GAW	Norwalk	6/16/97	11/22/97	A
	Speyer	5/18/95	12/31/97	B
GC	Dollywood	4/10/94	12/31/98	A
	Honolulu DCI	12/1/91	12/31/99	A
Heart	Monterrey	8/1/97	1/31/98	A
	Xalapa	1/1/97	12/31/97	E
HH	Chattanooga	4/1/97	12/31/97	B
IA				
ITD				

FILM	THEATER	OPEN	CLOSE	St
L5	Madrid	7/1/97	6/30/98	A
	Minnesota Zoo	3/1/97	12/31/98	C
	Ontario Edw	2/1/97	1/31/98	
	Poitiers Solido	2/7/97	2/28/98	A
	Sinsheim	4/28/96	12/31/97	B
	Taipei MCRC	1/1/97	12/31/97	
	KSC 2	10/12/96	12/31/97	A
	Las Vegas Lux	12/20/96	12/31/97	A
LB	Regina	4/12/97	12/31/97	B
	Sinsheim	4/28/96	12/31/97	B
LS	Boston	9/30/97	3/15/98	A
	Laie	5/1/95	5/31/98	B
MOF	Leon	1/14/97	1/14/98	A
	Norfolk	6/1/94	12/31/99	A
	Seattle Omni	1/1/97	12/31/97	B
	Speyer	7/1/96	12/31/97	A
	Sydney	9/26/96	12/31/97	A
	Branson	5/1/97	5/1/98	B
	Dayton	5/17/97	11/1/97	A
	Portland	5/30/97	12/31/97	A
	Richmond	7/26/97	12/5/97	A
	Saint Paul	7/7/97	12/31/97	
MTM	Spokane	3/1/97	12/31/97	A
	Wash NASM	3/1/97	12/31/97	E
	Alamogordo	7/1/97	12/31/97	A
	Brossard	9/16/97	12/31/97	B
	Copenhagen	6/1/97	12/31/97	
	Dallas SP	9/25/97	9/30/98	A
	Houston SCH	7/4/97	12/31/97	A
	Hutchinson	5/23/97	11/30/97	A
	KSC 1	5/21/97	12/31/97	A
	Minnesota Zoo	3/1/97	12/31/98	B
Niagara	Regina	5/23/97	4/4/98	A
	Wash NASM	7/1/97	6/30/98	B
	Niagara	1/1/96	12/31/98	
	Branson	1/1/93	12/31/98	A
OLL	Laie	1/1/96	12/31/99	B
PO	Cape Town	11/7/96	12/31/97	B
ROF	Rotterdam	2/1/97	12/31/97	
RSATM	Hutchinson	11/13/96	12/31/97	E
	Little Rock	12/30/96	12/31/97	E
	Sydney	7/1/97	12/31/97	E
RTW	Little Rock	3/1/96	12/31/97	B
SC	Hampton	7/1/97	1/1/98	B
SE	Detroit	10/1/96	12/31/97	A
	Las Vegas Lux	12/20/96	12/31/97	B
Seasons	Los Angeles	10/18/96	7/31/98	B
	Minnesota Zoo	3/1/97	12/31/98	A
	Munich	8/15/96	12/31/97	B
	Osaka Sci	6/1/97	11/30/97	A
	Poitiers Imax	2/7/97	2/28/98	A
	Regina	12/26/96	1/1/98	A
	Santa Clara	3/1/97	11/30/97	A
	Sydney	9/26/96	12/31/97	B
	Toronto OSC	5/31/97	12/31/97	B
	Vila Franca	2/1/97	2/1/98	A
	Yokohama	4/1/97	3/31/98	A
	Hastings	9/30/97	12/8/97	B
	Madrid	7/1/97	6/30/98	C
	Norfolk	6/1/97	12/31/97	B
	London ON	9/16/97	12/15/97	A
	Munich	6/20/96	12/31/97	B
SI	New York NH	7/1/97	12/31/97	A
	Coomera	12/1/96	2/28/98	B

FILM	THEATER	OPEN	CLOSE	St
Sspdwy	Dallas SP	5/15/97	5/15/98	A
	Detroit	6/1/97	12/31/97	A
	Paris Geo	6/1/97	12/31/97	A
	Regina	6/12/97	5/1/98	A
	Rotterdam	6/26/97	12/31/97	
	Saint Louis SC	9/1/97	12/31/97	
	Spokane	5/1/97	12/31/97	A
	Syracuse	9/1/97	12/31/97	
	Vancouver SW	4/18/97	11/6/97	A
	Nagano	10/1/96	12/31/97	
Ssymp	London ON	9/16/97	12/31/97	B
T40	Hutchinson	3/15/97	12/31/97	B
TF	Leon	8/29/97	8/29/98	A
	Madrid	7/1/97	6/30/98	C
TR	Warner Robins	7/1/92	12/31/98	A
	Wash NASM	1/1/96	12/31/98	A
	Las Vegas CP	7/1/97	12/31/97	A
	Montreal	9/12/97	4/8/98	A
TRF	Sydney	7/1/97	7/1/98	A
	Albuquerque	9/16/97	3/15/98	A
TTL	Detroit	1/1/97	12/31/97	E
	Hastings	9/30/97	12/8/97	A
VLBP	Dallas SP	6/15/96	12/31/97	A
	Orlando OSC	7/1/97	12/31/97	A
WABOS	Shima	1/1/96	12/31/97	
	Valencia	7/1/97	4/30/98	C
	Baltimore	5/2/97	11/1/97	A
	Cape Town	6/1/97	6/30/99	A
	Fort Worth	6/30/97	12/31/97	A
	Hong Kong	5/6/97	12/31/97	A
	Lucerne	7/1/97	1/31/98	A
	Nagoya OT	4/1/97	3/31/98	A
	Omaha	3/1/97	3/1/98	A
	Pittsburgh	6/13/97	12/11/97	A
	Seattle Omni	9/1/97	12/31/97	B
	Seattle Omni	8/1/97	1/31/98	A
	Seoul	7/5/97	11/30/97	A
	Speyer	6/27/97	12/31/97	A
	Taipei MCRC	7/1/97	12/31/97	A
	Wash NASM	2/15/97	12/31/97	E
WOC	Brossard	9/16/97	4/30/98	A
	Chiba City	8/1/97	12/31/97	A
	Madrid	5/1/97	5/1/98	A
	Poitiers Imax 3D	2/7/97	2/28/98	A
Yell	Munich	3/30/97	12/31/97	B
ZC	Yellowstone	1/1/96	12/31/98	
	Zion	5/24/94	12/31/98	A

October Bookings Count (See page 2)

Bkgs	FilmID	Title	Year	Fmt	Dist
14	Whales	Whales	1997		DCI
13	SE	Special Effects	1996		IMAX
10	CV	Cosmic Voyage	1996		IMAX
	MTM	Mission to Mir	1997		IMAX
9	SSpdwy	Super Speedway	1997		FLC
7	ITD	Into the Deep	1994	3D	IMAX
	LS	Living Sea	1994		MFF
	MOF	Magic of Flight	1997		MFF
6	FMHG	Four Million Houseguests	1997	3D	IMAX
5	DIA	Dream is Alive, The	1985		IMAX
	DIS	Destiny in Space	1993		IMAX
	TF	To Fly!	1976		MFF
4	Alaska	Alaska	1997		HMNS
	GC	Grand Canyon, The Hidden	1985		DCI
	WOC	Wings of Courage	1994	3D	SPC
3	ATSOT	Across the Sea of Time	1995	3D	SPC
	L5	L5: The First City in Space	1996	3D	IMAX
	RSATM	Rolling Stones: At the Max	1991		IMAX
	SI	Survival Island	1995		IMAX
	TR	Thrill Ride	1997		SPC
	TRF	Tropical Rain Forest	1992		SMM
2	ATS	Africa: the Serengeti	1994		HMNS
	Beavers	Beavers	1988		FLC
	BP	Blue Planet	1990		IMAX
	FP	Flower Planet	1994		
	GAW	Great American West	1995		JQH
	HH	Hidden Hawaii			DCI
	ROF	Ring of Fire	1991		SMM
	SFTGS	Search for the Great Sharks	1992		GFC
	TTL	To The Limit	1989		MFF
	Yell	Yellowstone	1994		DCI
1	Antarc	Antarctica	1991		MSI
	Chronos	Chronos	1985		MFF
	EMSH	Eruption of Mount St.	1980		GFC
	EOTS	Echoes of the Sun	1990	SLDO	IMAX
	FITS	Flowers in the Sky	1990	MC	IMAX
	Flyers	Flyers	1982		MFF
	FOK	Fires of Kuwait	1992		IMAX
	Heart	Heartsong	1994	870	DW
	IA	Island Adv. (Réunion Magique)	1996		



NOTE: These figures are not necessarily representative of the total LF marketplace. See page 2.

Call for Submissions

MaxImage! needs news and information from your company or organization! Please give our address and phone numbers to your public relations office, and ask them to put us on their mailing list for all press releases and other information.

Would you like to write an article about an aspect of the LF business? Do you have a suggestion for a story we should cover? Or do you just have some news — a promotion, recent accomplishment, or anything — that you'd like your colleagues to know about?

Get in touch, by phone, fax, e-mail, or mail. Thanks!

MaxImage! CONFERENCE RATE SAVINGS CERTIFICATE

G Yes! Enter my one-year subscription (12 monthly issues) to MaxImage! for the special Conference Rate of only US\$247, a \$50.00 saving. (Outside North America, the Conference Rate is US\$297.)

G Bill me **G Check** **G Purchase Order number:** _____
G Visa **G MasterCard** **Acct:** _____ **exp** _____

Name (please print) _____ Title _____

Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code Country _____

ORDER BY PHONE, FAX, or E-MAIL:

Call toll-free: (800) 978-9754 (orders only) Fax: (410) 997-2786
E-mail orders to: orders@cinergetics.com

FULL MONEY-BACK GUARANTEE. If at any time you're not completely satisfied with MaxImage! just tell us and we'll issue a prompt refund of your full subscription price, no questions asked.

Fill out this form and send it to the address below. *Hurry, the Conference Subscription Rate expires October 31, 1997.*

v1 n0

MaxImage! 5430 Lynx Lane \$ Suite 223 \$ Columbia, MD 21044-2302 USA \$ (410) 997-2780